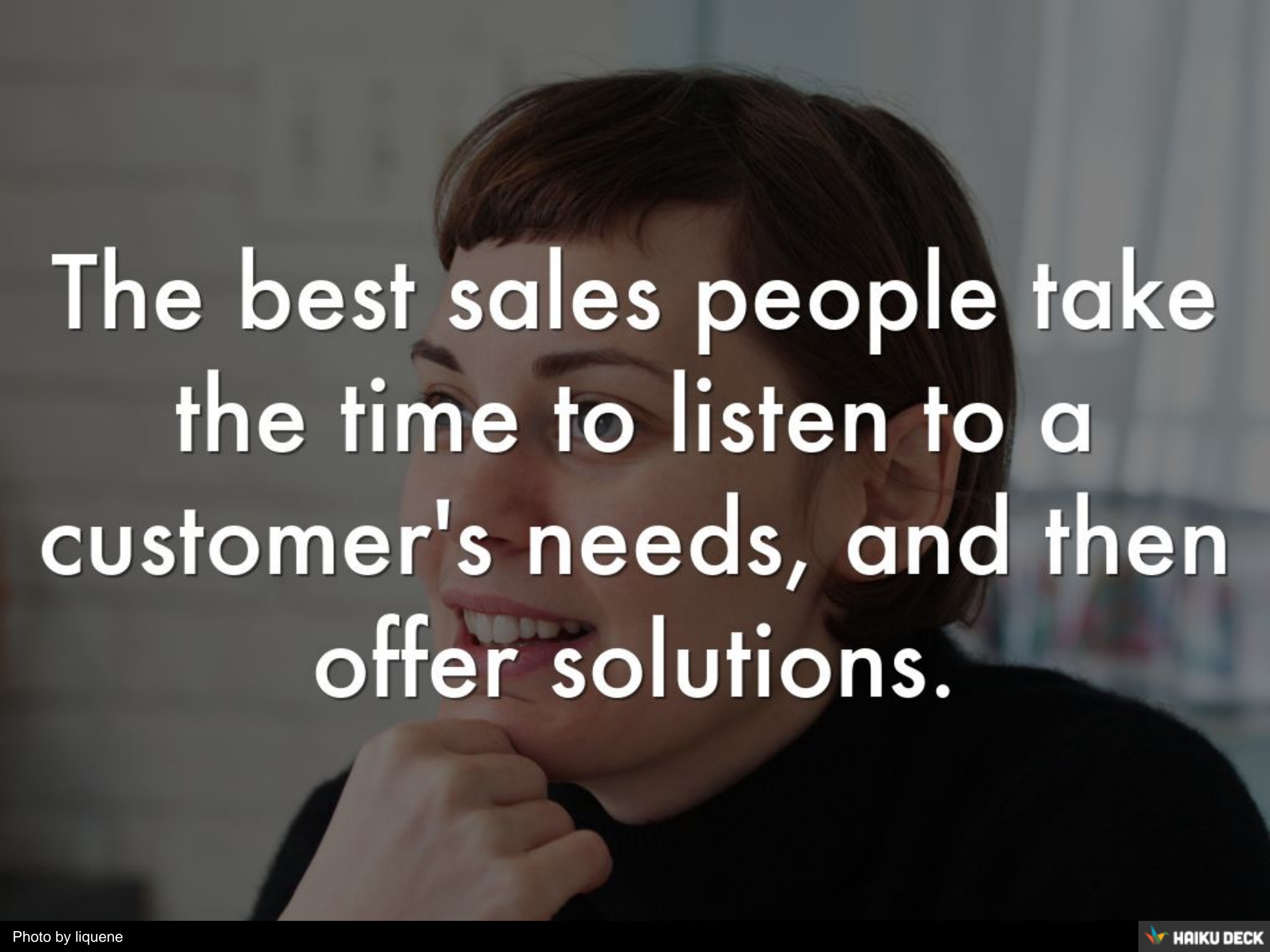
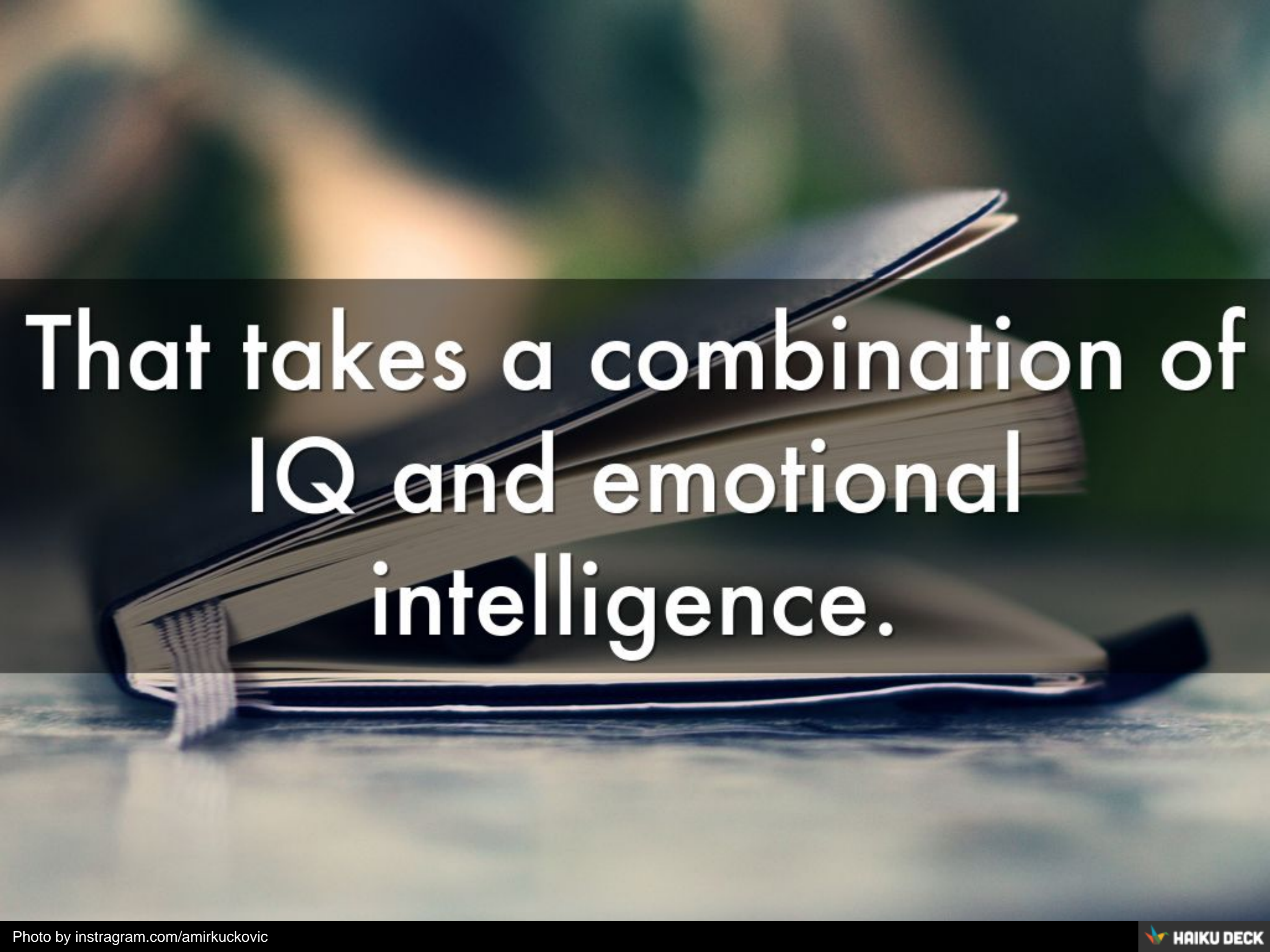




3 INGREDIENTS FOR SALES SUCCESS

A close-up photograph of a woman with short brown hair and bangs, smiling and listening intently. Her hand is resting under her chin. The background is blurred, showing what appears to be a bookshelf. The image has a dark overlay to make the text stand out.

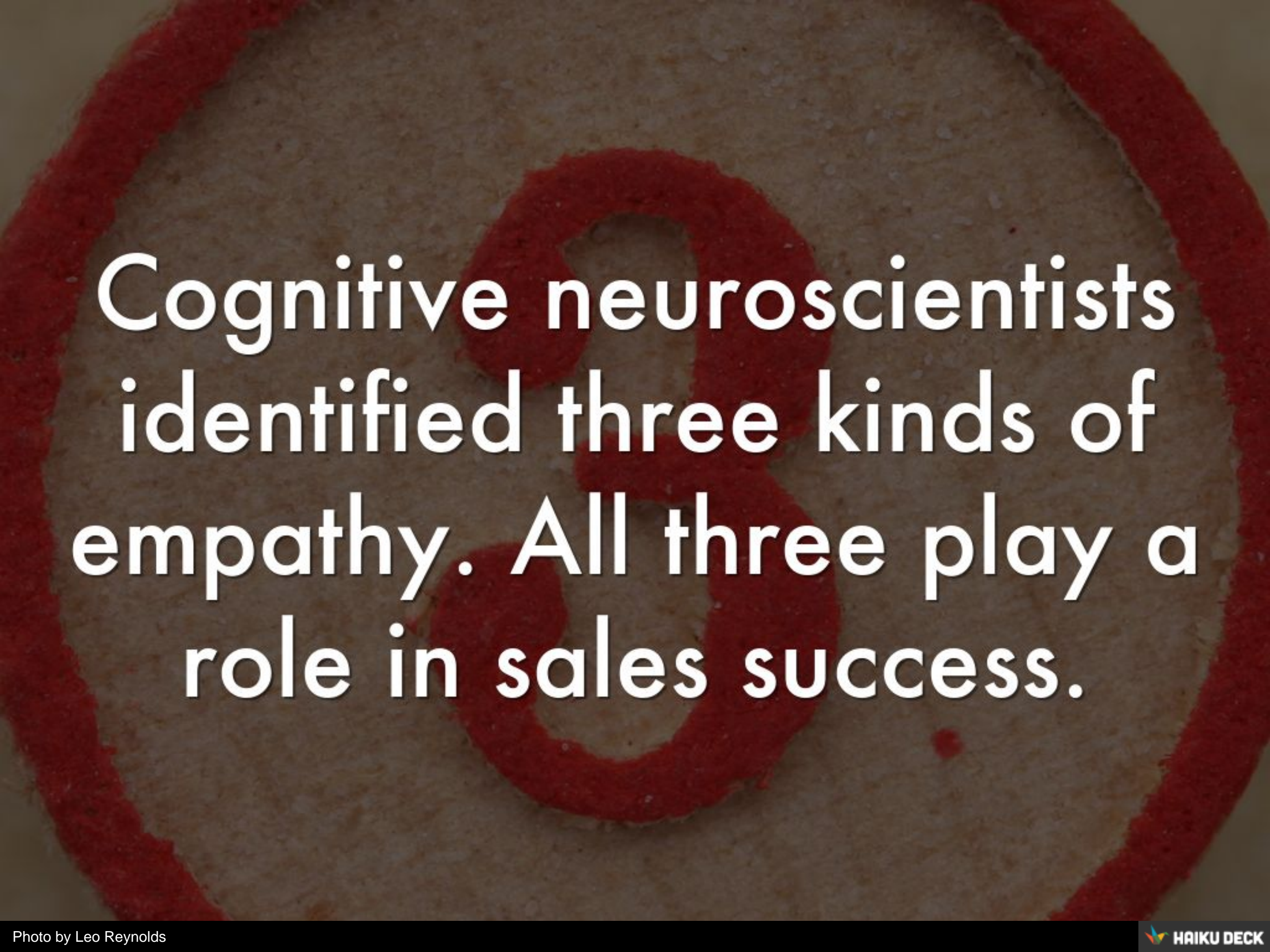
The best sales people take
the time to listen to a
customer's needs, and then
offer solutions.



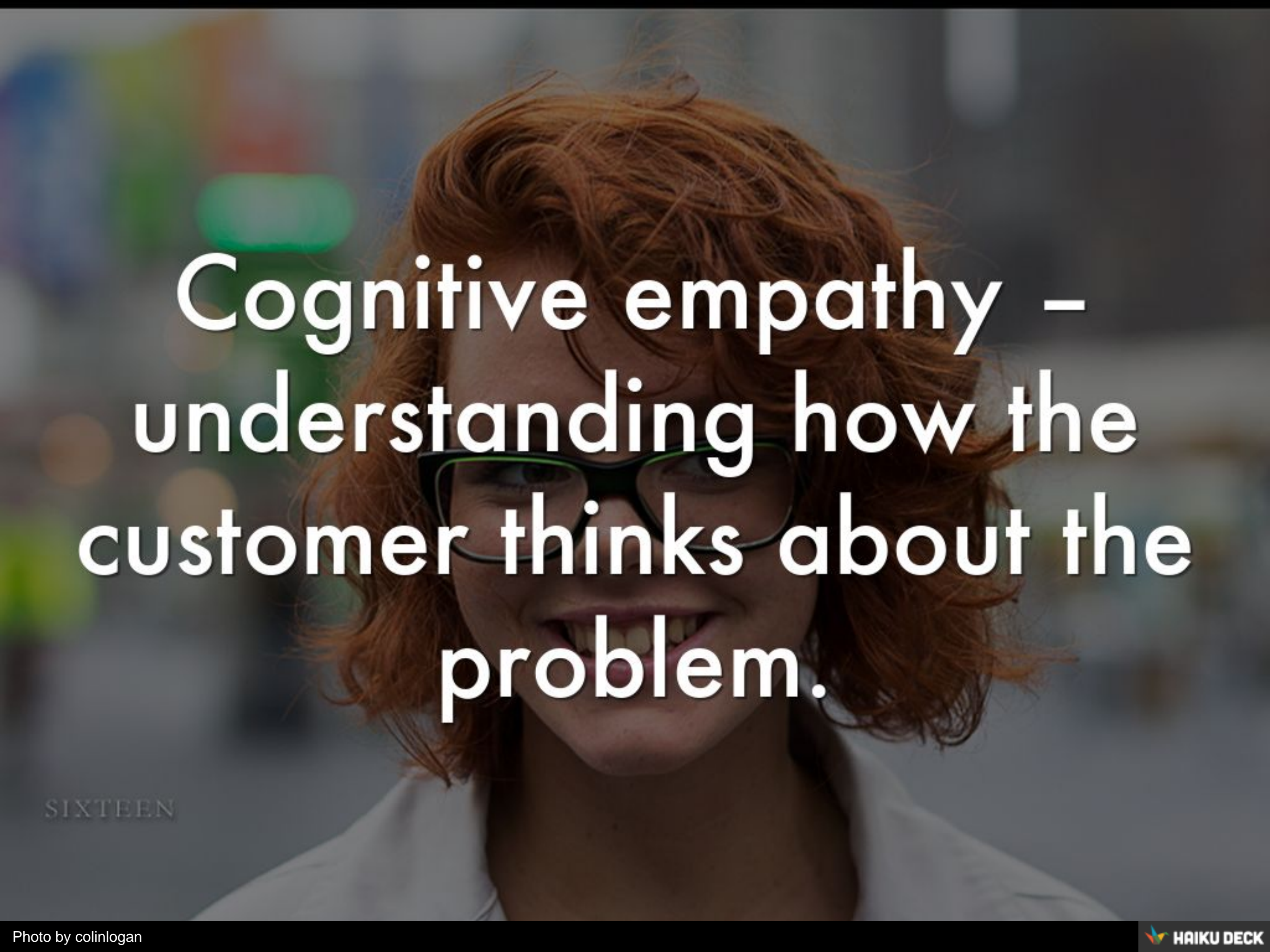
That takes a combination of
IQ and emotional
intelligence.



A high IQ alone is not
enough to succeed in sales.
You need social skills,
particularly empathy.



Cognitive neuroscientists
identified three kinds of
empathy. All three play a
role in sales success.



Cognitive empathy –
understanding how the
customer thinks about the
problem.

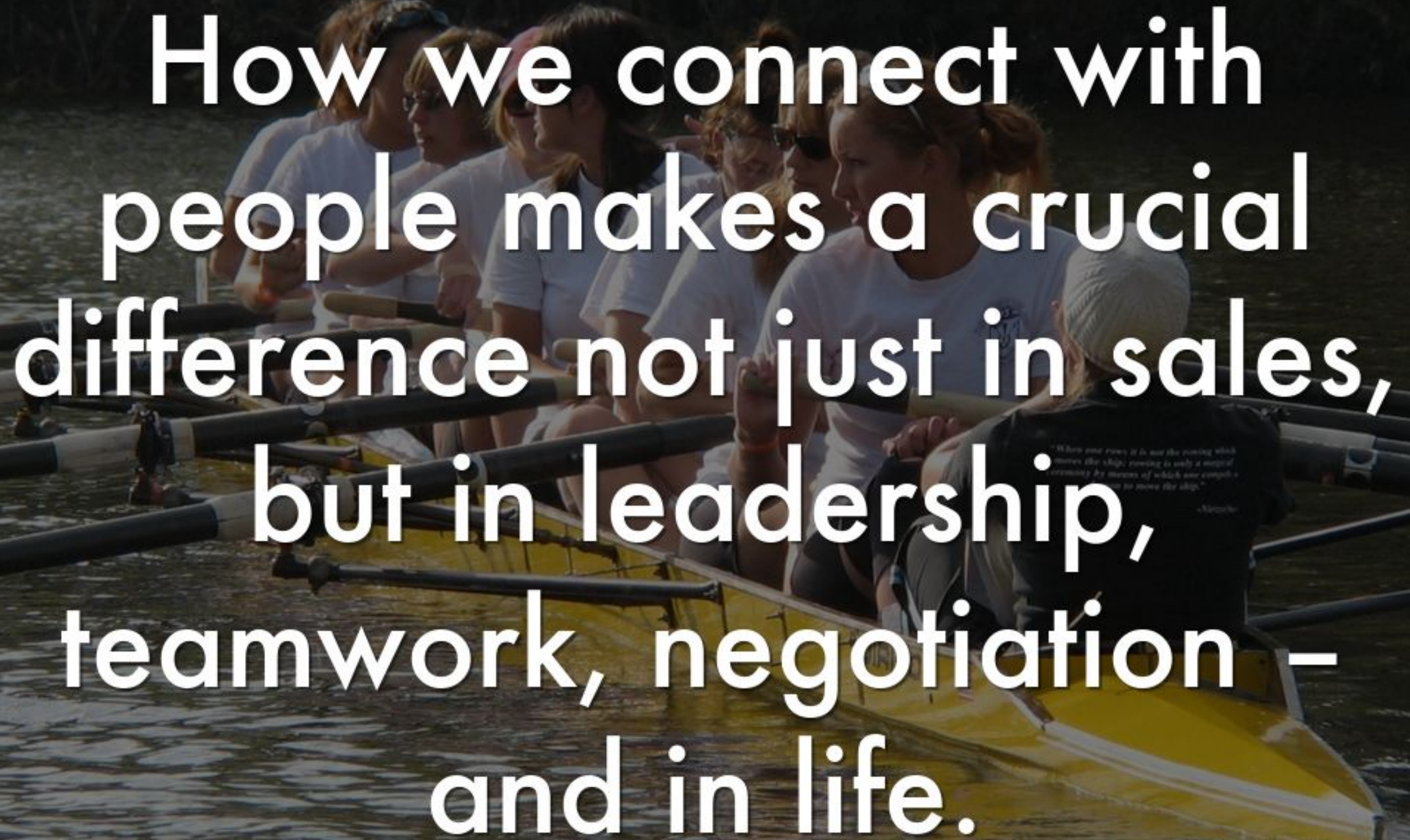
SIXTEEN

A photograph of a Samsung service center. A male employee in a tan uniform and blue sash is smiling and holding a tablet, showing it to a female customer in a red sweater. They are standing in front of a service counter. In the background, there are Samsung logos and Korean text on the wall, including '삼성전자서비스' (Samsung Electronics Service) and '토요일 서비스센터 업무 시간' (Saturday Service Center Business Hours).

Emotional empathy –
sensing how the other
person feels about what
you are saying and doing.



Empathic concern – caring
about helping the customer.

A rowing team of several women in white shirts and sunglasses are in a yellow rowing boat on a body of water. The text is overlaid on the image in a large, white, sans-serif font.

How we connect with
people makes a crucial
difference not just in sales,
but in leadership,
teamwork, negotiation –
and in life.

A close-up photograph of a man with a grey beard and glasses, wearing a dark suit, light blue shirt, and a red tie with a yellow floral pattern. He is speaking into a microphone, with his right hand raised near his chin. The background is dark and out of focus, with some faint text visible.

Learn how to develop your
emotional intelligence.

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Management Association's live
or streaming course.

Sign up: bit.ly/AMACourse



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GET STARTED

